



## Staying up-to-date on the ever changing insurance industry, it's regulations, carriers, products, and forms can be daunting.

For this reason, we developed the marketbeat newsletter which consolidates a variety of carrier and industry news, changes and updates from the previous week into one email for your convenience. Our Instant Marketing section provides you with immediate access to private labeled marketing material for you to distribute to your clients and prospects. A new marketbeat newsletter is sent every Monday afternoon.

### News by Market

News is segmented by markets and listed in a table of contents layout so you can quickly scan through and select the articles that interest you.

### Webinars

A listing of upcoming webinars is provided with a quick link to learn more about the webinar topic and to easily register.

### Instant Marketing

Through our digital marketing center we are able to provide you with instant access to client facing marketing material private labeled in your name. You can immediately download this material and share it with your clients and prospects.

EMERSON, REID & Co.
marketbeat newsletter

February 23, 2011

Dear Valued Customer,

Here is the latest edition of our newsletter. Please contact me with any questions or comments.

### News By Market

- General News
- New York
- New Jersey
- Southeastern Pennsylvania
- Central Pennsylvania
- Western Pennsylvania

### Webinars

**Telecom**  
01/25/11 - 10:00am | [Register](#)

### Instant Marketing

Choose an Item below to download a marketing piece with your contact information.

- ▶ Small ER Tax Credit Summary
- ▶ Proposed Regulations on Rates
- ▶ Use of Debit Cards
- ▶ Medical Loss Ratio Provision

If your information is inaccurate, please email me the correct information.

### Websites

- [EmersonReid.com](#)
- [Commission Portal](#)
- [Health Connect](#)
- [IDecide Demo Site](#)

## Small Employer Tax Credit

If you missed our Small Employer Tax Credit webinar, you can [download the presentation](#) and/or [listen to the recorded version](#).

In addition we have prepared a private labeled summary piece for your clients. **You can download the summary piece from the Instant Marketing section below (left hand side).**

If employers believe they may qualify based on the summary document, we recommend that you direct them to their tax advisor.

Emerson Reid is unable to provide advice on an individual employer's eligibility for the Credit, or how to complete the filing. We recommend that you do not forward the presentation as it is complex and does not answer every question, and although more detail was addressed by Pam Mullahy on the webinar, additional questions are sure to arise.

[Read More...](#)

### General News

- Emerson Reid - NJ CE Course
- Emerson Reid - Telecom NJ Webinar

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### New York

- Aetna - Broker Alert – NY Regulation 194
- Aetna - Health Reform Weekly
- Atlantis - Completes Recapitalization
- Emblem - Pilot Dependent Audit
- HealthPass - New Reform Resource Brief
- Legislation - NY Regulation 194

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### New Jersey

- Emerson Reid - NJ CE Course
- Emerson Reid - Telecom NJ Webinar
- AHNJ - Upcoming Broker Seminars
- Aetna - Health Reform Weekly
- Aetna - Broker Alert – NY Regulation 194
- Emblem - Pilot Dependent Audit
- Horizon - Guide to Preventative Care Services

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### Lead Article

Each marketbeat features a lead article highlighting the most important topic of the week. Some lead articles include links to additional resources such as presentations, recorded webinars and instant marketing material.

